



SPEKTRIX

New at Spektrix

Recent and Upcoming
Solution Enhancements

June 9, 2026



Presenters



Mike Geller

President

He/Him



Karen Elizondo

Business Development Lead

She/Her



Frank Tessier

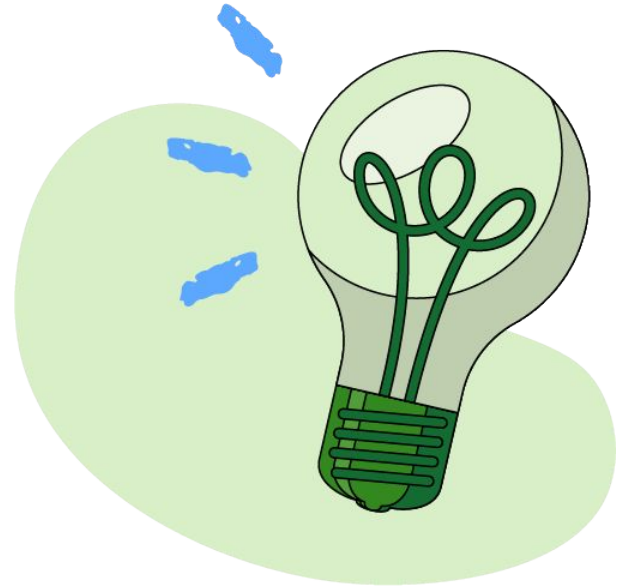
Digital Communications Specialist

He/Him



What brings the most value

- Will it help you expand your audiences?
- Will it help you build deeper connections with audiences?
- Will it help you increase your revenue?
- Will it help save your team time?





Agenda

1

Recently
Released
Feature
Roundup

2

Customer
Buying
Journey

3

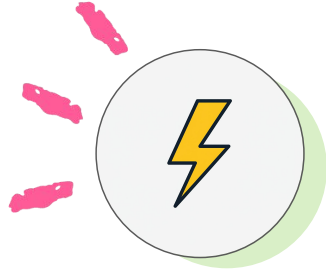
Analytics
& Reporting

4

Audience Marketing &
Communications

5

Q&A



Recently Released



Customer Service Emails

Ensure audience members receive vital information about venue changes or cancellations

Bypass contact preferences to deliver essential updates.

Control when your e-tickets hit inboxes

Trigger a dedicated e-ticket email exactly when you want. For example, 24 hours before the event.

Event Search > ADHD The Musical > 01 June 2025 10:00:00

Event Instance Details

Basic Details	Schedule Option:	<input checked="" type="radio"/> Do not create Customer Service Email scheduled send
Customer Service Email Schedule	<input type="radio"/> Create scheduled send for Customer Service Email	
Price List	Send Before Event Instance:	0 Day(s)
Ticket Commission		0 Hour(s)
Ticket Donations	Campaign ID:	<input type="text"/> <input type="button" value="Validate"/>
Locks		
Seating Plan		
Audit		

Customer service emails must only contain information related to the customer's transaction such as ticket delivery, confirmation, cancellation. Do not include advertisements, promotions, messages, or newsletter requests as this is a compliance violation. Take a look at the [Customer Service Email](#) article for more information.

Customer Service Email Regenerate Print at Home Tickets Delete Edit



Event Instance Creation - Bulk Recurring Timeslots

Event Name: 9 to 5

Time: Recurring Times

Mode: Regular intervals Specific times

Time range: 10:00 to 16:00 every 15 minutes
(24 hour and based on start times e.g. 10:00 to 16:00 with 30 minute intervals will create 10:00, 10:30, etc until 16:00)

Date: 22/05/2026 Recurring Dates

Until: 22/10/2027

Recurring on:

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Date	Start time	Stop selling on Web
Thu 09 April 2026 Draft	10:00	08:00, Thu 09 Apr 2026
Thu 09 April 2026 Draft	10:15	08:15, Thu 09 Apr 2026
Thu 09 April 2026 Draft	10:30	08:30, Thu 09 Apr 2026
Thu 09 April 2026 Draft	10:45	08:45, Thu 09 Apr 2026
Thu 09 April 2026 Draft	11:00	09:00, Thu 09 Apr 2026
Thu 09 April 2026 Draft	11:15	09:15, Thu 09 Apr 2026
Thu 09 April 2026 Draft	11:30	09:30, Thu 09 Apr 2026
Thu 09 April 2026 Draft	11:45	09:45, Thu 09 Apr 2026
Thu 09 April 2026 Draft	12:00	10:00, Thu 09 Apr 2026
Thu 09 April 2026 Draft	12:15	10:15, Thu 09 Apr 2026

Previous Next 1 2 3 4 5 6 7 ... 20



Self-Service Data Imports

Import Customer, Membership, and Donation data

Import CSV

Import Mode

Append

Match on email address


Overwrite

Match on email address

Append adds on information to existing records.
Overwrite allows to overwrite the values of existing fields with new values.
If a field is left blank, this is considered to be "do nothing". To specifically clear a value, the cell must specify "(clear)" in the file. Please consult the documentation to find out which fields can be cleared using this method.

Foreign Id Customer Custom Field Name

Upload CSV file (3MB max)


Drop file here or select file

SPEKTRIX SUPPORT CENTRE


REQUEST ▾ LEARN ▾ PARTNERS ▾

All Systems Operational

How can we help?

- Ticket Imports**
Support Centre > Working with us > Imports
- Customer Imports**
Support Centre > Working with us > Imports
- Donation Imports**
Support Centre > Working with us > Imports
- Membership Imports**
Support Centre > Working with us > Imports

Browse topics





Better Event Invitation Tracking

- Track attendees at a glance

Search Aiden Clarke

Details Orders Mailings Opportunities Pledges & Legacies Timeline Subscriptions **Invitations** Actions

Winter Gala 2026 6/27/2026 - Event in 21 days
Awaiting Response One person invited, One person attending

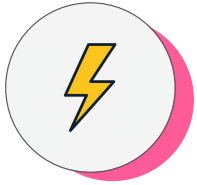
- Gain full visibility on corporate giving

Event Instance Show All Instances

Development After Show party, 17 March 2023 20:00

Invitee	On Behalf Of	Accepted	Invited	Coming	Sent	Expected
Miss Wednesday Addams	The Addams Family Trust	X	0	0	26/05/2026	26/05/2026
Joe Bloggs		🕒	1	1	13/02/2023	13/02/2023
Raeann Paragas		🕒	0	0	26/05/2026	26/05/2026
Georgie Pepper	Spektrix Ltd	🕒	0	0	26/05/2026	26/05/2026
Elvis Presley	Barnes and Noble	🕒	3	0	26/05/2026	26/05/2026
Lauren Watson		✓	3	3	13/02/2023	13/02/2023
Total			7	4		

Drop an individual here to create a new invitation.



Custom Attributes for Opportunities

Capture the fundraising insights that matter most to your team

Attribute Definitions Configuration Customers Importer Partner Companies Payments Users Search

New Attribute Definition

Name	Type
Secondary Owner	Dropdown list
Opportunity Type	Text field
Reason for closing	Text field
Name	Type

Edit Opportunity

Editing opportunity for Ms G P.

Campaign: FY 26/27 > Individual Giving > Major Donors

Description:

Owner: JadeWalton

Current Stage: Involve

Expected Close Date: 16/08/2026

Target Amount: £ 5,000.00

Asked Amount: £

Likelihood Of Success: Default for this stage (not set) Custom: %

Closed:

Secondary Owner: Joe Bloggs

Opportunity Type:

Reason for closing: Not interested in upcoming projects



Enhanced Update Multiple Opportunities tool

Update Multiple Opportunities Opportunity Select

Set fields to be updated for these 6 opportunities

<input type="checkbox"/>	Campaign:		▼
<input type="checkbox"/>	Description:		
<input type="checkbox"/>	Owner:		▼
<input type="checkbox"/>	Current Stage:		▼
<input type="checkbox"/>	Closed:	<input type="checkbox"/>	
<input type="checkbox"/>	Target Amount:	£	
<input type="checkbox"/>	Asked Amount:	£	
<input type="checkbox"/>	Secondary Owner:		▼
<input type="checkbox"/>	Opportunity Type:		
<input type="checkbox"/>	Reason for closing:		



Variable Recurring Giving

Includes Donation:



Variable:



Min Price:

\$

100.00

Max Price:

\$

199.99

To learn more about our latest Fundraising updates, visit:

Home Forum Events Resources People Chat FAQ


WHAT'S NEW AT SPEKTRIX April 1, 2026

More Flexibility, Deeper Insights: Your Fundraising Product Roundup

FUNDRAISING # NEW AT SPEKTRIX

A roundup of the latest improvements for fundraising through Spektrix

X in



Fundraising Roundup:
Greater Flexibility and
Control for Your Donor
Strategy

Scan Me

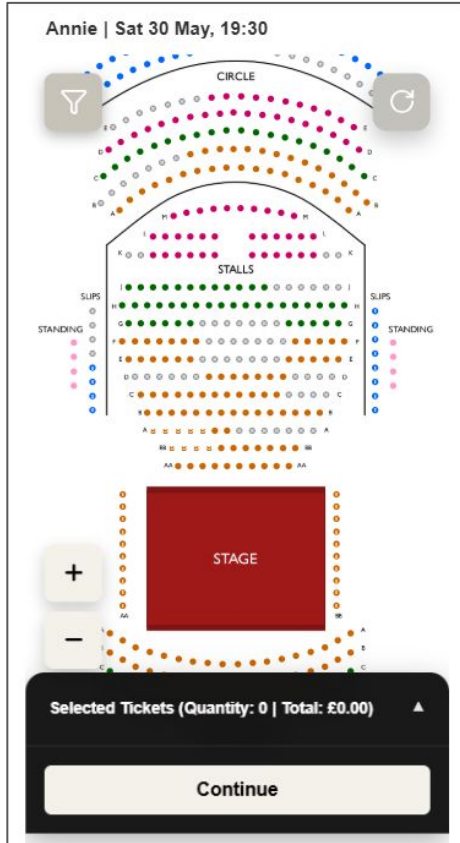




New Functionality: Customer Buying Journey



Enhanced Seat Selection - **Early Access**



Mobile-first

Accessible

Single area reserved & multi-area

Easy activation



Choose Your Own (Subscription)

Working On - End 2026

2026-27 Packages

Early booking is now open — design a season that's entirely your own.



Priority booking package

Add 2 more eligible events to unlock checkout during the priority window.



1 of 3 eligible events



Add 2 more eligible events to checkout

Before Single
Tickets
Available

Enforces Min
Number of
Events

Leverages
Existing
Priority
Booking



Frictionless Purchase Path (Spektrix Payments)

1

**Buy Now, Pay
Later with Apple
& Google Pay**

Recently Released

It's easier than ever for customers to secure their purchases while managing their budgets.

2

**Direct
Checkout**

Imminent Release

Customers will be able to complete their purchase without logging in, creating a password or needing a magic link.

3

**One-Click
Checkout**

Imminent Release

Customers will be able to complete their purchase in a single click using Apple Pay.

4

Quick Upsell

Imminent Release

Maximize secondary spend by taking customers from email to completed purchase in just three clicks.

5

**Purchase
Reservations
Online**

Working On - Fall 2026

Your customers will be able to complete their reservation purchases online, eliminating the need for you to manage payments.

Live Demonstration

(Available Now) Variable Memberships & Recurring Donations

(Early Access) Enhanced Seat Selection

(Imminent Release) Direct/One-Click Checkout

(Imminent Release) Quick Upsell (post-purchase)

(Working On - Fall 2026) Purchase Reservations Online

(Working On - End 2026) Choose Your Own Subscription



Coming Soon

Event Sales Dashboard & Report Parameters

Karen Elizondo

Business Development Lead

She/Her





Coming Soon: Event Sales Dashboard



Data-driven insights to power your event strategy.

A real-time, interactive, in-app dashboard to provide you and your partners with an instant, high-level view of key data, including sales performance, inventory, and historical trends.



Imminent Release: Report Parameters



Gain greater flexibility and control over your reports.

Report Explorer

All reports	All reports			Start typing to search
Deleted reports				
Shortcuts				
+ Accounting Reports				
+ L&P				
+ Marketing Reports				
+ Martin Reports				
+ Simple CSV Reports				
+ Training Folder				
	+	e21e21e2121	Analysis	05/11/2024 16:03:21
	+	Email Opt Outs over date range requires filtering in the report	Customer Audits	
	+	Event instances occupancy report Seat occupancy report for the specified event instances.	Sales	04/05/2022 11:07:37
	+	Event Price Band Sales Report Run as Excel	Sales	04/05/2021 16:43:09
	+	Event sales comparison Comparison of sales for a set of events, showing revenue generated by week.	Analysis	01/06/2026 08:01:36
	-	Event Sales Report (detailed) Sales report for all event instances.	Sales	01/06/2026 16:49:59
	<div style="border: 1px solid #ccc; padding: 2px;"> + By Event ▼ </div>			
	<div style="border: 1px solid #ccc; padding: 2px;"> + By Event - Including Ticket Commission ▼ </div>			
	<div style="display: flex; justify-content: space-between; border: 1px solid #ccc; padding: 2px;"> New criteria set Download bundle Edit report Copy report Delete report </div>			
	+	Event Sales Report (instances summary) Sales by event and broken down by instance.	Sales	21/05/2026 18:19:42
	+	Event Sales Report (movement by event) Sales movement by event.	Accounting	19/06/2019 11:51:22
	+	Event Sales Report (movement by instance) Sales movement by event and broken down by instance.	Accounting	19/06/2019 12:01:51
	+	Event Sales Report (movement by instance) - Updated Sales movement by event and broken down by instance.	Accounting	

Configuration of Financial Value

Price:

Levy:

Ticket Commission:

Include Agent Commission:

Event Sales Report - Detailed

Including data for 4 instances of A Reporting Adventure

Value Configuration: Price includes Tax, Levy includes Tax, **Ticket Commission includes Tax**, Value includes Agency Commission

Sales Report for A Reporting Adventure (overall summary for 4 instances)

Capacity:	2,400
Gross Financial Capacity:	£22,400.00

Capacity: 2,400	# Sold	%age
Total Sold	183	7.6%
<i>Sold (Direct)</i>	183	7.6%
<i>Sold (API)</i>	0	0.0%
Reserved	22	0.9%
Available	2170	90.4%
Locked	25	1.0%

Summary Excluding Reserves	
Number Sold	183
As %age of Total	7.6%
Gross Yield	£1,475.50
As %age of Financial Capacity	6.6%
Average Yield per Ticket	£8.06
As %age of Full Price	86.4%

Summary Including Reserves	
Number Sold/Reserved	205
As %age of Total	8.5%
Gross Yield	£1,671.50
As %age of Financial Capacity	7.5%
Average Yield per Ticket	£8.15
As %age of Full Price	87.4%

Lock Types			
Type	Total	Sold	Avail.
House	20	0	20
Company Lock	5	0	5

Sales by Sales Channel					
Sales Channel	#	%	£	%	
Counter	2	1.1%	£23.00	1.4%	
Phone	181	98.9%	£1,452.50	86.9%	

Sales by Ticket Type					
Ticket Type	#	%	£	%	
Standard	143	78.1%	£1,258.00	75.3%	
Senior Citizen	25	13.7%	£167.50	10.0%	
Student	10	5.5%	£50.00	3.0%	
Comp	5	2.7%	£0.00	0.0%	

Sales by Price Band					
Price Band	#	%	£	%	
A	183	100.0%	£1,475.50	88.3%	

Sales by Seating Area					
Area	#	%	£	%	
Stalls	183	100.0%	£1,475.50	88.3%	

Sales by Price Band and Ticket Type					
Price Band	Ticket Type	#	%	£	%
A	Standard	143	78.1%	£1,258.00	75.3%
A	Senior Citizen	25	13.7%	£167.50	10.0%
A	Student	10	5.5%	£50.00	3.0%
A	Comp	5	2.7%	£0.00	0.0%

Configuration of Financial Value

Price:

Levy:

Ticket Commission:

Include Agent Commission:

Event Sales Report - Detailed

Including data for 4 instances of A Reporting Adventure

Value Configuration: Price includes Tax, Levy includes Tax, **Value excludes Ticket Commission**, Value includes Agency Commission

Sales Report for A Reporting Adventure (overall summary for 4 instances)

Capacity:	2,400
Gross Financial Capacity:	£22,400.00

Capacity: 2,400	# Sold	%age
Total Sold	183	7.6%
<i>Sold (Direct)</i>	183	7.6%
<i>Sold (API)</i>	0	0.0%
Reserved	22	0.9%
Available	2170	90.4%
Locked	25	1.0%

Summary Excluding Reserves	
Number Sold	183
As %age of Total	7.6%
Gross Yield	£1,420.00
As %age of Financial Capacity	6.3%
Average Yield per Ticket	£7.76
As %age of Full Price	83.1%

Summary Including Reserves	
Number Sold/Reserved	205
As %age of Total	8.5%
Gross Yield	£1,616.00
As %age of Financial Capacity	7.2%
Average Yield per Ticket	£7.88
As %age of Full Price	84.5%

Lock Types			
Type	Total	Sold	Avail.
House	20	0	20
Company Lock	5	0	5

Sales by Sales Channel					
Sales Channel	#	%	£	%	
Counter	2	1.1%	£20.00	1.2%	
Phone	181	98.9%	£1,400.00	86.6%	

Sales by Ticket Type					
Ticket Type	#	%	£	%	
Standard	143	78.1%	£1,210.00	74.9%	
Senior Citizen	25	13.7%	£160.00	9.9%	
Student	10	5.5%	£50.00	3.1%	
Comp	5	2.7%	£0.00	0.0%	

Sales by Price Band					
Price Band	#	%	£	%	
A	183	100.0%	£1,420.00	87.9%	

Sales by Seating Area					
Area	#	%	£	%	
Stalls	183	100.0%	£1,420.00	87.9%	

Sales by Price Band and Ticket Type					
Price Band	Ticket Type	#	%	£	%
A	Standard	143	78.1%	£1,210.00	74.9%
A	Senior Citizen	25	13.7%	£160.00	9.9%
A	Student	10	5.5%	£50.00	3.1%
A	Comp	5	2.7%	£0.00	0.0%

Report Explorer

All reports	All reports			<input type="text" value="Start typing to search"/>
Deleted reports				
Shortcuts				
<ul style="list-style-type: none"> + Accounting Reports v + L&P v + Marketing Reports v + Martin Reports v + Simple CSV Reports v + Training Folder v 				
	+	e21e21e2121	Analysis	05/11/2024 16:03:21
	+	Email Opt Outs over date range requires filtering in the report	Customer Audits	
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	<div style="display: flex; justify-content: space-between; align-items: center;"> ▶ By Event v</div>			
	<div style="display: flex; justify-content: space-between; align-items: center;"> ▶ By Event - Including Ticket Commission v</div>			
	<div style="display: flex; justify-content: space-around; gap: 10px;"> New criteria set Download bundle Edit report Copy report Delete report </div>			
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	+	Event Sales Report (movement by instance) - Updated Sales movement by event and broken down by instance.	Accounting	

Run Event Sales Report (detailed).

Criteria

Parameters

Report Properties

Show Financial Values:

Configuration of Financial Value

Price: Including Tax ▼

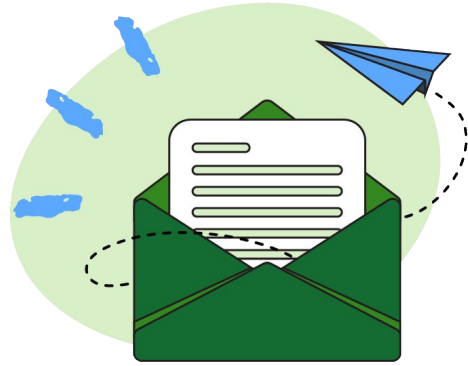
Levy: Including Tax ▼

Ticket Commission: Exclude Ticket Commission ▼

Include Agent Commission:

Run as PDF

Cancel



Spektrix & Dotdigital

Enhanced communication with your audiences

Frank Tessier

Digital Communications
Specialist

He/Him



The 2026 SPEKTRIX 
Email Benchmark Report

Drive Deeper Audience Relationships

Engagement data from over one billion emails sent by organizations creating arts, culture, & in-person experiences worldwide

in partnership with CAPACITY

- Benchmarks based on over **one billion emails** sent by 800+ Spektrix clients worldwide
- **Success stories, quick wins,** and **best practice** advice
- **Download the report today,** or keep an eye on your emails

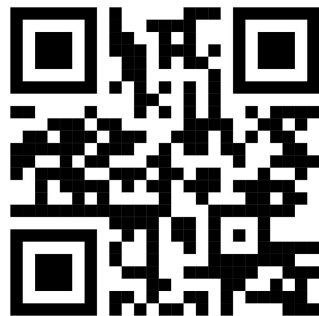


Image: Capital Theatres (Edinburgh, Scotland)



Working on:

Spektrix & Dotdigital Improvements

1

Use membership and donation history to personalize emails

2

Trigger emails on website behaviour

3

Send info for Multiple Events in one Pre-Visit Email

4

Abandoned cart emails

1

Working on: Synced donation order history

Thank donors by pulling in donation amounts

Change the content of the email based on the fund that was donated to

Include the Fund to strengthen donors' emotional connection to the cause

Use for one time gift or Aggregating total donations

The Circle

Thank You Thomas!

Thank you for your kind donation of \$20 to **The Education Fund.**

Your support helps us continue creating joyful, accessible theatre experiences for families and young audiences. From interactive performances to affordable tickets and creative workshops, every donation helps more children experience the magic of live theatre.

We're incredibly grateful to have supporters like you helping us inspire imagination, creativity, and confidence in young people through the arts.

Thank you again for being part of the Circle Theatre community your generosity truly makes a difference.

Warm wishes,

The Circle Theatre Team

Order ID	Date	Value	Fund Name
26-UY-PWRD	06/04/2026	\$20	The Education Fund

1

Working on: Synced membership order history

Target specific membership types

Welcome to the Circle!

Thank you for becoming a **Friend** member. We are absolutely delighted to have you with us in the heart of our theatre community.

Beyond priority booking and ticket savings, your membership grants you a **10% discount** at all our theatre bars! To claim your discount, simply let our team know you're a member when placing your order!

Don't forget to collect your free tote bag next time you visit us.


Personalise messaging

Include Customer Passes for easy access to Membership Pass




Remind members of their unique benefits to improve engagement and loyalty

Auto-Renew Active
Your membership will automatically renew each year, so you will never miss out on our exclusive booking discounts.




See more for less

Enjoy 10% off tickets and zero booking fees on all main stage productions.



Book ahead

Access the best seats in the house before they go on general sale.



Exclusive Access

Join us for "Meet the Cast" evenings and members-only social events.

[EXPLORE ALL YOUR BENEFITS](#)

2

Working on: Trigger emails based on web behaviour

The screenshot shows a configuration page for a trigger rule. At the top, the rule name is "Viewed 5+ pages on website and email" with a red status indicator. A "BACK" button is on the left, and "ANALYTICS NOT AVAILABLE" is on the right. The left sidebar has "Behaviors" and "Data" sections. The main area shows a rule configuration with a checkbox for "Include contacts that match all the rules in this group:". Below this, there are two conditions highlighted with green boxes: 1. "Webinsights data collection" with the condition "The Number of records for each contact is greater than or equal to 1" and a sub-condition "Including only Webinsights for which: num_pages is equal to 5". 2. "have clicked any link in any email campaign they were sent in the last 30 days". A logic connector shows "AND" is selected over "OR".

Remind customers about events they've viewed, but haven't booked

Follow up with membership benefits to customers who are considering signup

Use Insights in your decision node for more curated journeys



Pre- Event Email Template

Generate marketing campaigns in minutes
One Template > all events



Extra Spektrix data fields that sync from Spektrix to Dotdigital automatically



Ready to use out of the box



Come From Away

on **Wednesday 03 June 2026** at 7:30 PM

About Your Event

Welcome to The Rock. Based on an extraordinary true story, *Come From Away* chronicles how the isolated town of Gander, Newfoundland played host to the world. What started as an average day in a small town turned into an international sleepover when 38 planes, carrying thousands of people from around the globe, were diverted to Gander's airstrip on September 11, 2001. Undaunted by culture clashes and language barriers, the people of Gander cheered the stranded travelers with music, an open bar, and the recognition that we're all part of a global family. Filled with traditional Irish folk music and stirring musical ballads all performed by an onstage band, this breathtaking musical is a true celebration of hope, humanity, and unity.

- **Duration:** 2 hours



Pre- Event Email Template

SPEKTRIX



dotdigital

Basic Details

Name: Come From Away

Event Id: 150612

Description: Welcome to The Rock. Based on an extraordinary true story, Come From Away chronicles how the isolated town of Gander, Newfoundland played host to the world. What started as an average day in a small town turned into an international sleepover when 38 planes, carrying thousands of people from around the globe, were diverted to Gander's airstrip on September 11, 2001. Undaunted by culture clashes and language barriers, the people of Gander cheered the stranded travelers with music, an open bar, and the recognition that we're all part of a global family. Filled with traditional Irish folk music and stirring musical ballads all performed by an onstage band, this breathtaking musical is a true celebration of hope, humanity, and unity.

Status: Live (has live instances)

Date Created: 10 October 2025

Duration: 02:30:00


Image:  [Remove Image](#)

Image Alt Text: The title come from away is written in yellow letters on blue background. The letter O is swapped out with an icon of the globe.

Financial Target:

Seats Target:

Enable queuing: (Queuing is enabled for all events)

Time zone: System Default

Partner Companies:

Show type: Musicals

Used for Kiosk integration. Select the exclude_from_kiosk value to remove from the event list on the kiosk

Event type: Performance Hire

Genre: Musicals



Come From Away

1446th

Sales rank

0

Total sales

parent_id	
event_description	Welcome to The Rock. Based on an extraordinary true story, Come From Away chronicles how the isolated town of Gander, Newfoundland played host to the world. What started as an average day in a small town turned into an international sleepover when 38 planes, carrying thousands of people from around the globe, were diverted to Gander's airstrip on September 11, 2001. Undaunted by culture clashes and language barriers, the people of Gander cheered the stranded travelers with music, an open bar, and the recognition that we're all part of a global family. Filled with traditional Irish folk music and stirring musical ballads all performed by an onstage band, this breathtaking musical is a true celebration of hope, humanity, and unity.
event_duration	150
event_api_id	150612ALPDMLBQRHSBVSNSHNSMLRJKPTQ
event_is_supplementary	false
event_first_instance_date	2026-03-02T19:30:00Z
event_last_instance_date	2027-04-04T18:30:00Z
event_attribute_account_code_text	3543534
event_attribute_artifax_checkbox_yesno	false
event_attribute_event_type_text	Performance Hire
event_attribute_price_from_text	\$30

3

Working on: Multiple Events in one Pre-visit email

1

One pre-visit email



2

Simplify comms for Customers

3

Great for festivals

Cobo Delivery		4 Tkts	£420.50
<input type="checkbox"/>	Museum Admission - Wed, 03 Jun 26 10:00		
<input type="checkbox"/>	Exhibition Room 1	Price £	Total £
<input checked="" type="checkbox"/>	Adult (opt. donation) AFACHXJS	0.00	0.00
<input type="checkbox"/>	Pre-Show Dining - Wed, 03 Jun 26 18:00		
<input type="checkbox"/>	Cinema 3	Price £	Total £
<input checked="" type="checkbox"/>	Chef's Table dining AETTJXBU	350.00	350.00
<input type="checkbox"/>	Come From Away - Wed, 03 Jun 26 19:30		
<input type="checkbox"/>	Box Theatre	Price £	Total £
<input checked="" type="checkbox"/>	B15 Full Price ADFFZFSS	65.00	66.00
	Cmsn	1.00	
<input type="checkbox"/>	Ice Cream - Wed, 03 Jun 26 21:00		
<input type="checkbox"/>	Restaurant	Price £	Total £
<input checked="" type="checkbox"/>	Ice Cream AAAWWYHS	4.50	4.50

Print  Drag+CTRL = Multiselect 

4 Working on: Abandoned Basket

Re-engage customers & recover potential lost revenue

1 Improve **conversion rates**

2 Easy, **code-free setup**

3 High-impact **personalisation**

Hi,

Just a friendly reminder that you left something behind in your cart!

But don't worry, we've got your back.



Annie

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